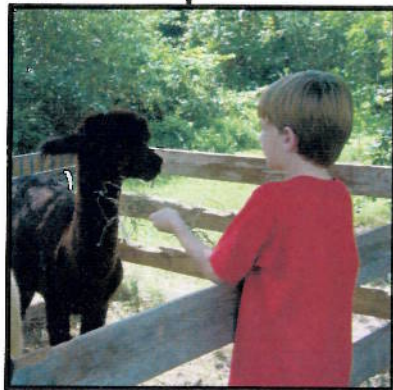


# So You Want to Start an Agritourism Farm?



## *Resources*

The Agritourism Office  
[www.ncagr.gov/agritourism](http://www.ncagr.gov/agritourism)

## *Marketing*

The General Store  
[www.visitncfarms.com](http://www.visitncfarms.com)



Martha Glass, Manager  
Agritourism Office, Marketing Division  
NC Department of Agriculture & Consumer Services  
1020 Mail Service Center  
Raleigh, NC 27699-1020  
[martha.glass@ncagr.gov](mailto:martha.glass@ncagr.gov)  
919-733-7887 x 276



**SO YOU WANT  
TO START AN  
AGRITOURISM FARM?**

-- Resources --

**[www.ncagr.gov/agritourism](http://www.ncagr.gov/agritourism)**

-- Marketing --

**[www.visitncfarms.com](http://www.visitncfarms.com)**

**Martha Glass, Manager  
Agritourism Office, Marketing Division  
NC Dept. of Agriculture & Consumer Services  
1020 Mail Service Center  
Raleigh NC 27699-1020  
[martha.glass@ncagr.gov](mailto:martha.glass@ncagr.gov)  
919-733-7887, x276**

Here's your handy sheet  
to help you remember  
where to find  
the Agritourism Marketing web page  
at  
-- [www.visitncfarms.com](http://www.visitncfarms.com) --

and the  
Agritourism Office Resources  
at  
- [www.ncagr.gov/agritourism](http://www.ncagr.gov/agritourism) --

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Also,  
[www.ncagr.gov/ncproducts](http://www.ncagr.gov/ncproducts)  
shows various categories where you can  
market other products you have for sale.



This website is [www.visitncfarms.com](http://www.visitncfarms.com)

## Agritourism

View all listings in Agritourism.

Find farms  
by county

## Agritourism

Barnyard Animals, Farm Riding Trails

Camping, Bird Watching, Fishing, Hunting

Farm Bed & Breakfasts, Country Cabins, Retreats

Hay Rides, Mazes, Pumpkin Patches

Historic Farms, Reunions, Museums, Events

Holiday Farms, Christmas Trees, Crafts

Pick Your Own Farms, Farm Roadside Stands, Nurseries

Picnics, Parties, Weddings, Honeymoons

School Field Trips, Summer Camps, Farm Vacations

Vineyards, Wineries, Dining, Slow Food

Click here

Visit the NCDA&CS Agritourism Office

for this page!

### Marketing - Agritourism

This website is [www.ncagr.gov/agritourism](http://www.ncagr.gov/agritourism)

[Martha Glass](#) - Manager

Click here

### Find an Agritourism Farm

For "visitncfarms.com" above



Agritourism can be an exciting new enterprise for you. Hay rides, barnyard animals, corn mazes, pick-your-own fruits and vegetables, bird watching, farm roadside stands, fishing, hunting, camping, pumpkin patches, value-added products, flowers – let your imagination take you to your own field of dreams.

### "Discover North Carolina Farms" Statewide Agritourism Map

- [Application Cover Letter](#)
- ["Discover NC Farms" Application](#)
- [Visitor Response Survey](#)

[Marketing Division Home](#)

[Agritourism Office Home](#)

["So You Want to Start an Agritourism Farm" Guide](#)

[Agritourism Networking Association\(ANA\)](#)

[NC ANA Membership Application](#)

[ANA Newsletters](#)

[Limit Liability for Agritourism Farms Statute](#)

[Benefits of the Liability Law](#)

[Agritourism Directory](#)

[Agricultural Tourism Highway Signs Program](#)

[Agritourism Resource Information](#)

[NC ANA List Serve](#)

[Celebrity Dairy's Healthy Animals and Visitors Guidelines](#)

[Celebrity Dairy's Gloria's Rules](#)

[County Fair Liability](#)

### NC Agritourism Highlights

2009 ANA Conference

Sept. 2009 ANA Newsletter



# NORTH CAROLINA

## DEPARTMENT OF AGRICULTURE & CONSUMER SERVICES

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[Celebrity Dairy's Healthy Animals and Visitors Guidelines](#)  
[Celebrity Dairy's Gloria's Rules](#)  
[County Fair Liability](#)

### Marketing - Agritourism

[Martha Glass](#) - Manager

## Find an Agritourism Farm



Agritourism can be an exciting new enterprise for you. Hay rides, barnyard animals, corn mazes, pick-your-own fruits and vegetables, bird watching, farm roadside stands, fishing, hunting, camping, pumpkin patches, value-added products, flowers – let your imagination take you to your own field of dreams.

### "Discover North Carolina Farms" Statewide Agritourism Map

- [Application Cover Letter](#)
- ["Discover NC Farms" Application](#)
- [Visitor Response Survey](#)

NCDACS Markets Division - Agritourism Office, Martha Glass, Manager  
Mailing Address: 1020 Mail Service Center, Raleigh NC 27699-1020  
Physical Address: 2 W. Edenton Street, Room 402, Raleigh NC 27601  
Phone: (919) 733-7887; FAX: (919) 733-0999

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Steve Troxler, Commissioner of Agriculture

### NC Agritourism Highlights

2009 ANA Conference  
Sept. 2008 ANA Newsletter

This is the weblink to this page – [www.ncagr.gov/agritourism](http://www.ncagr.gov/agritourism)

This is the Agritourism Office resource page. You will find some of the documents in the side column included in this guide – information about the Agritourism Networking Association (ANA), an association of hundreds of farmers, vineyard owners, extension staff and rural tourism professionals who support agritourism businesses. The ANA holds an annual conference (see box – NC Agritourism Highlights) and six district workshops around the State in the late winter/early spring.

## STARTING YOUR AGRITOURISM VENTURE

An agritourism farm is a value-added farm or ranch that provides pleasure as well as recreation, information, education or other experiences or services for which the public may or may not pay admission to participate in and/or purchase an agricultural product or activity.

The following questions provide a starting place for farmers interested in developing agritourism farms.

### First Steps

1. What do you want to do? Do you have a firm idea of your goal(s) for your agritourism farm?
  - Have you made a list of the activities you want to provide?
  - Have you made a list of the resources, both natural and man-made, that you have available on the farm and which are attractive to agritourism venues?
2. Who do you want to serve? Ages, size of groups, how often?
3. How much do you have to invest?
  - Time
  - Money
  - Other resources
4. How ready are you? How far along are you?
5. When do you want to open for business? Do you have a timetable or schedule?
6. Do you want to provide an educational program?
7. Do you have historical or cultural information to provide?

### Beginning a Business

8. Do you have a business plan? A strategic plan?
9. Do you know your land use rights?
10. Do you want to charge for your services? Do you know how much money you need or want to make?
11. Have you talked with your insurance agent about the probable need to increase liability coverage? Do you need or want to provide health insurance for employees?

### Other Support Agencies

12. Have you talked to the NCDA&CS Food and Drug staff, the Marketing Division, or the NCSU Food Science staff to see what resources are available to help you with value-added processes, such as processing a commodity before it is marketed or changing the way a product is packaged?

### Local Issues and Regulations

13. How much of your current land holdings do you plan to use? Are you planning to buy more land? Is the use of any of your land prohibited for agritourism activities? Have you talked to the local planning/zoning board?
14. Are there other agritourism farms nearby that could compete with you?
15. Are there land, water or wildlife issues that might impact your plans?
16. Have you researched local legal and liability considerations or regulations such as planning and zoning, health, environmental quality through your local agricultural extension offices, business and economic development offices, Secretary of State, and tax offices? Does your county have zoning ordinances which are helpful to agritourism? Has your county adopted Voluntary Agricultural Districts (VADs)? Enhanced Voluntary Ag Districts?

17. Have you talked to your neighbors about your plans? Will they be receptive and supportive, or irritated? Do you have a plan to overcome negative feedback?
18. Is there adequate parking for large groups? Do you have turn-around areas for school buses?
19. Do you have restrooms and handwashing facilities adaptable for 'special needs' persons?
20. Do you have a list of emergency phone numbers next to a visitor-accessible telephone?

### **Marketing Your New Agritourism Farm**

21. Do you have a marketing plan? Do you know your potential visitor population?
22. Have you researched organizations to join to promote your farm, such as the Chamber of Commerce or the local Convention and Visitors Bureau, or other farm organizations that promote agritourism? Do you know about the Agritourism Networking Association?
23. Have you researched other nearby crafts and rural entertainment resources to partner with?
24. Have you thought about off-site signage to offer advertising and directions to your farm?
25. Have you planned for on-site signage for highlighting activities and/or educational experiences?
26. Have you thought about hospitality services, such as who will welcome your visitors and who will show them around the farm? Will you have guides for guided tours?
27. Will you have a gift shop and/or sell souvenirs? Do you plan to sell homemade foods?
28. Will you have a plan for tracking your visitors to know where to increase or decrease marketing efforts? Guest books for sign in with email addresses?
29. Will you give away coupons for future visits? Discounts for large groups? Special incentives for school groups?
30. Do you want to advertise on the internet? Have you checked out the General Store in the DA&CS' Agritourism page at [www.visitncfarms.com](http://www.visitncfarms.com)? Did you know you can market other items you produce through the General Store's categories at [www.ncagr.gov/ncproducts](http://www.ncagr.gov/ncproducts)?
31. Do you have access to email? Do you have or plan to have a webpage? An online newsletter? Mailing newsletters to customers?
32. Do you want to send out press releases or develop a media kit?

### **Networking with Other Agritourism Farmers**

- North American Farmers Direct Marketing & Agritourism Association – [www.nafdma.com](http://www.nafdma.com)
- NC Agritourism Networking Association – visit the Agritourism Office at [www.ncagr.gov/agritourism](http://www.ncagr.gov/agritourism)

This information is designed to help potential agritourism farmers do their research and gather information about developing an agritourism farm. It is published as the first of three documents in the series: Suggestions for Helping You Start an Agritourism Venture and Business Resources for Agritourism Farmers, published by the Agritourism Office of the North Carolina Department of Agriculture and Consumer Services.

All documents are available by request, are online, can be emailed or mailed.

Developed by Martha Glass, Manager  
Agritourism Office, Marketing Division  
[martha.glass@ncagr.gov](mailto:martha.glass@ncagr.gov)

919-733-7887 x.276

NC Department of Agriculture and Consumer Services

Rev. November 2008

## SUGGESTIONS FOR HELPING YOU START AN AGRITOURISM VENTURE

An agritourism farm is a value-added farm or ranch that provides pleasure as well as recreation, information, education or other experiences or services for which the public may or may not pay admission to participate in and/or purchase an agricultural product or activity.

### First Steps

1. If you have a dream of starting an agritourism farm, you need to write down what your ideas or goals are. You are limited only by your imagination teamed with your resources.
2. You can entertain and/or educate school groups, church groups, adult groups, professional tour groups, small groups, large groups, families, and on and on. You need to assess the activities you plan to have on the farm and the size of your staff vs. the population within 25 – 50 miles. If you are near a large population area, you will attract visitors fairly quickly with minimum selected marketing. If there are other similar farms nearby, and the population is not near a larger area, you will require fewer staff. You can partner with local crafts persons.
3. Staff needs are determined by activities – drivers for hayrides, cashiers in a gift shop, activities which require personnel for safety reasons, lookout stations in a corn maze, help with parking, greeters at the entrance, staff to conduct orientation or educational classes, etc.
4. If there is an educational/heritage/cultural component to the farm, you will need to create and keep sufficient copies of handouts or materials, depending on grade levels if for schools.

### Beginning a Business

5. A business plan and a strategic plan are always good ideas for beginning a new business. Your local community college may have a Small Business Center to help you with these plans in a one-on-one confidential basis, free of charge. If you need financial assistance from a bank or credit union, having a business plan shows forethought and a professional approach. The Small Business and Technology Centers are located on the UNC campuses and provide similar services. Setting a fee for your agritourism activities is the way you will make money. NC REAL can help you assess your market and determine how much money you might make. Contact your local extension office for additional information.
6. Never think that you will over price your farm's attractions. Some agritourism farmers offer packages at different fees. Most agritourism farmers charge \$8 – 12 per person. Check with your schools to see what they are charged for visits. If there are children who are unable to pay, ask local businesses to create a school fund that will pay for children who would be unable to come because of the charge.
7. Explore what other agritourism farms charge by visiting their websites at the General Store website at [www.visitncfarms.com](http://www.visitncfarms.com) and look around at the various farms listed. You can find the agritourism webpage at the link "Find an Agritourism Farm" at [www.ncagr.gov/agritourism](http://www.ncagr.gov/agritourism).
8. Liability insurance is sometimes a challenge – finding it and affording it. Ask your insurance agent. If the agent is unable to find or write coverage, email the agritourism office for a list of insurance agents who help farmers with agritourism liability policies. You may also want to explore providing health insurance for your staff.
9. The North Carolina legislature passed an agritourism liability law (see "Limit Liability for Agritourism Farms" – [www.ncagr.gov/agritourism](http://www.ncagr.gov/agritourism)) in the summer of 2005. The law has text for a sign that informs visitors at an agritourism farm that there are activities and sites on the farm which require responsible actions on the part of the visitor. If the farmer keeps the farm in safe working order and has signs posted, the chance of liability litigation is lessened. Signs may be handmade, but have to follow the requirements in the law. Professional signs are also available at low cost from the Agritourism Office and through membership in the Agritourism Networking

Association (ANA). The ANA Mission Statement, organizational goals and membership form can be found at [www.ncagr.gov/agritourism](http://www.ncagr.gov/agritourism).

### **Other Support Agencies and Networks**

10. The NCDA&CS Food and Drug Division, Marketing Division, or the NCSU Food Science staff can assist you if you are interested in processing a commodity before it is packaged or marketed for sale.

11. You can join the free ANA list serve through membership in the Agritourism Networking Association (ANA) to chat and ask questions of other agritourism farmers. Call or email the Agritourism Office for more information on ANA and its benefits.

### **Local Issues and Regulations**

12. You will need to check with your local planning/zoning board on zoning or other land use restrictions or property tax issues.

13. Depending on the activities you plan, you may need to check with the local health department. ADA accessibility is sometimes required for entrances, exits, and restroom facilities.

14. If you have not already incorporated your business, you may want to check with an attorney and/or a CPA on business incorporation and estate planning issues. You can find an attorney who specializes in business and estate planning through the local or state Bar association. Consideration needs to be given to how your venture, or entity, will be operated. Often, through lack of attention, sole proprietorship is automatically chosen. However, alternative entities exist including partnerships, limited-liability companies, and corporations such as Subchapters C and S, as well as a variety of trust arrangements. Income and property tax consequences vary significantly, depending on the legal entity chosen. Liability to third parties is also a consideration in structuring your business, as is ease of operation within a chosen structure.

15. Your local economic development office may have information of other local development activities or future initiatives that might affect what you are planning either positively or negatively.

16. Planning for adequate parking is necessary. Conversation with your local police or sheriff's department will begin a good working relationship.

17. Find out what the sign ordinances are for advertising your farm on local roads. More expensive highway signage is available through NC DA&CS and DOT programs.

### **Marketing Your New Agritourism Farm**

18. Build relationships with your local Convention and Visitors Bureau or Chamber of Commerce – join the Chamber and invite the membership to an “Alive after Five” social at the farm.

19. You can start off low-key with a one-page flyer for special events. If you don't like computers, get a high school student who is creative to design a one-pager for you. Give the important information – who: name of farm, what: activities/events, when: hours of operation, where: location, map (simple drawing or text directions), how much: admission fee(s) per package or how you decide to charge. Invite local television stations to cover special events.

20. Visit your local schools – make personal visits (call ahead) to the principals of the schools you want to visit your farm. Take a one-page flyer about the opportunities at your farm, emphasizing lessons about nature, food production, animal life, fiber resources, the history of farming, the history of the land surrounding the farm, and other items of interest.

21. Creative off-site signage will draw visitors to your farm. A “brand” or “logo” for your farm will create a visual effect for visitors. Local ordinances and state regulations will determine what type of off-site signage can be used.

22. On-site signage is different. It is used to attract attention to activities and explain or inform

visitors about exhibits and activities. High school or community college art class students may be good resources for creating signage at low cost.

23. A well-trained staff will create most important first impressions for visitors. Clean and attractive grounds, smiling faces, pre-planned ways of handling emergencies, flexibility in arrangements, and a willingness to let the customer be "right" will create experiences that visitors will remember in a positive way. The best marketing is "word of mouth." Visitors who have negative experiences will tell seven other people about that experience. Hospitality training is often available through local extension offices.

24. Gift shops are fun for visitors. Even if the inventory is small, attractive settings are a must. Pleasant but not overpowering scents such as cinnamon, apples, pumpkin pie or fresh lemon are attractive draws. A guest book can be an invaluable tool for newsletters and mailings and tracking demographics. Coupons are good giveaways. For an unexpected rainy day, give away plastic bags or disposable hats or even inexpensive umbrellas to visitors who may be inconvenienced by the weather. Be sure your logo is on any giveaways!

25. The internet is definitely growing as a popular way to advertise. If possible, develop your own website. If you cannot do this, NC DA&CS can create a webpage for you for free on the General Store. Contact the Agritourism Office for more information. You can connect your website to ours. You can also market other commodities at [www.ncagr.gov/ncproducts](http://www.ncagr.gov/ncproducts).

26. Press releases are useful depending on your media market. There may be local writers who can create attractive press releases for you at very low cost.

27. Consider special events featuring natural holidays or other local interests.

28. Allow your visitors to "personalize" their visit by "naming" or "adopting" an apple or peach tree, a grape vine, a baby lamb, sheep, colt, rabbit, chick, etc. Send out an occasional newsletter via email or regular mail and give an update on the progress of Amy's little goat, or Matthew's apple tree, or Bill and Suzanne's grape vines.

### **Networking with Other Agritourism Farmers**

**The North American Farmers Direct Marketing and Agritourism** – [nafdma.com](http://nafdma.com) – is a national organization for agritourism farmers, farmers market members and other agricultural professionals with a membership fee of only \$150 and access to a 'chat' room for members. The association hosts a national meeting in the early part of each year where participants have three days of agritourism farm tours and three days of workshops.

**The North Carolina Agritourism Networking Association** has over 350 members currently comprised of agritourism farmers, vineyard owners, extension agents and other rural tourism professionals. It is designed to foster networking and mentorships among farmers. Members are connected via an internet list serve hosted by the Agritourism Office in the Marketing Division of the Department of Agriculture & Consumer Services.

This information is designed to help potential agritourism farmers do their research and gather information about developing an agritourism farm. It is designed to help find the answers to some of the questions in *Starting Your Agritourism Venture*. The other publication in the series is *Business Resources for Agritourism Farmers*, published by the Agritourism Office of the North Carolina Department of Agriculture and Consumer Services. The documents are available at [www.ncagr.gov/agritourism](http://www.ncagr.gov/agritourism), can be mailed by request and can be emailed.

## Business Resources for Agritourism Farmers

### Institute of Minority Economic Development

114 W. Parrish Street Contact: Linda L. Gunn, VP of Administration and Policy  
Durham, NC 27701

Phone: (919) 956-8889

Fax: (919) 688-7668

Email: [ncimed@interpath.com](mailto:ncimed@interpath.com)

Website: [www.ncimed.com](http://www.ncimed.com)

**Mission:** To build and sustain economically vibrant and socially responsible communities through business development among underdeveloped sectors of the population. In fulfilling its mission, the Institute works to provide comprehensive data and information on minority businesses to educate, inform and enhance responsive public and private sector decisions.

### HandMade in America

P.O. Box 2089

Asheville, NC 28802

Phone: 828-252-0121

Fax: 828-252-0388

Email: [info@handmadeinamerica.org](mailto:info@handmadeinamerica.org)

Website: [www.handmadeinamerica.org](http://www.handmadeinamerica.org)

**Mission:** To celebrate the hand and the handmade, to nurture the creation of traditional and contemporary craft, to revere and protect our resources and to preserve and enrich the spiritual, cultural, and community life of our region. Strategies focus on creating sustainable economic development to provide business and financial support for craftspeople, to nurture our region's craft culture through public relations and education, and to maintain our rural quality of life.

### Mountain Microenterprise Fund

29 1/2 Page Avenue

Asheville, NC 28801

Phone: 828-253-2834

Fax: 828-255-7953

Email: [info@mtnmicro.org](mailto:info@mtnmicro.org)

Website: [www.mtnmicro.org/](http://www.mtnmicro.org/)

**Mission:** To provide people throughout western North Carolina with business training, loans, technical assistance and support so they can start or expand a small business.

### North Carolina REAL Enterprises

115 Market Street Suite 320

Durham, NC 27701

Phone: 919-688-7325 Fax: 919-682-7621

Website: [www.ncreal.org/](http://www.ncreal.org/)

**Mission:** To develop entrepreneurial talent through action, learning and fostering the creation of sustainable enterprises throughout North Carolina, with special emphasis on rural communities.

### North Carolina Rural Economic Development Center

4021 Carya Drive Contact: Elaine Matthews, VP for communications and development

Raleigh, NC 27610

Phone: (919) 250-4314

Fax: (919) 250-4325

Email: [info@ncruralcenter.org](mailto:info@ncruralcenter.org)

Website: [www.ncruralcenter.org](http://www.ncruralcenter.org)

**Mission:** To develop, promote, and implement sound economic strategies to improve the quality of life of rural North Carolinians. The center serves the state's 85 rural counties, with a special focus on individuals with low to moderate incomes and communities with limited resources.

### **Self-Help**

Central NC Region  
301 W. Main Street, PO Box 3619  
Durham, NC 27702-3619  
Phone: 919-956-4400  
Website: [www.self-help.org](http://www.self-help.org)

**Mission:** To help low-wealth families – particularly minorities, women and rural residents – buy homes, build businesses and strengthen community resources.

### **Smoky Mountain Development Corporation**

100 Industrial Park  
Waynesville, NC 28786  
Phone: 828-452-1967  
Fax: 828-452-1352  
Website: [www.wcu.edu/crd/eda.html](http://www.wcu.edu/crd/eda.html)

**Mission:** A nonprofit economic development corporation organized to create and retain jobs in the region. Operating as a Certified Development Company (CDC), the Smoky Mountain Development Corporation (SMDC) seeks to provide capital to eligible small businesses to finance major fixed assets. SMDC also operates a 17,000 sq. ft. business incubator facility.

### **Women's Business Center**

North Carolina Institute of Minority Economic Development  
114 W. Parrish Street  
Durham, NC 27701  
Phone: 919-956-8889  
Fax: 919-688-7668  
Email: [info@ncimed.com](mailto:info@ncimed.com)  
Website: [www.ncimed.com](http://www.ncimed.com)

**Mission:** The Women's Business Center is a partnership program between the U.S. Small Business Administration's Office of Women's Business Ownership and the North Carolina Institute of Minority Economic Development, Inc. The center's mission is to provide training, counseling and technical assistance to aspiring and existing women business owners. The Women's Business Center can empower women with the tools needed to: establish businesses, stabilize their companies, generate sustainable profits, enhance their companies' infrastructure, strategize for future growth, create jobs, and contribute in the growth and economic development of the community.

### **Small Business and Technology Development Center (SBTDC)**

State Headquarters  
5 West Hargett Street, Suite 600  
Raleigh, NC 27601-1348  
Phone: 919-715-7272  
Email: [info@sbtddc.org](mailto:info@sbtddc.org)  
Website: [www.sbtddc.org](http://www.sbtddc.org)

### **Small Business Center Network Local Sites**

North Carolina Community College System  
5003 Mail Service Center  
Raleigh, NC 27699-5003  
Phone: 919-733-7051  
Fax: 919-715-5796  
Website: [www.nccs.cc.nc.us/business\\_and\\_industry/sbcmainpage.htm](http://www.nccs.cc.nc.us/business_and_industry/sbcmainpage.htm)

**Mission:** Small Business Centers serve business and entrepreneurs by providing one-on-one entrepreneurial services, resources, and practical, short-term educational programs to help local business men and women start and run a business.

### **USDA Office of Rural Development**

4405 Bland Road, Suite 260 Contact: John Cooper, State Director

Raleigh, NC 27609 Type of Organization: Federal

Phone: (919) 873-2000

Fax: (919) 837-2075

Website: [www.rurdev.usda.gov](http://www.rurdev.usda.gov)

**Business and Industry Program.** Provides loan guarantees to further business and industrial development in areas outside the boundary of a city of 50,000 or more. Priority is given to applicants for projects in open county, rural communities and towns of 25,000 and smaller. The program provides guarantees to commercial lenders who make credit available to establish or maintain business in rural areas. Loan funds may be used to purchase land, buildings, and equipment, and provide working capital. Priorities are to save existing jobs and create new employment opportunities.

### **Good Work**

115 Market Street

Suite 470

Durham, NC 27701

Phone: 919-682-8473

Email: [GWInfo@GoodWork.org](mailto:GWInfo@GoodWork.org)

Website: [www.goodwork.org](http://www.goodwork.org)

**Mission:** To help people start and expand small businesses.

**NCSU (Raleigh) and NC A&T (Greensboro) Cooperative Extension Service**

[www.ces.ncsu.edu](http://www.ces.ncsu.edu)

Check your local phone book for your county extension service office for opportunities in training and education.

### **Appalachian Sustainable Agriculture Project**

Charlie Jackson, Exec. Dir.

859 Nicholson Cove Rd.

Cullowhee NC 28753

828-289-3263

Grants and Farm Information: [www.asapconnections.org](http://www.asapconnections.org)

[info@asapconnections.org](mailto:info@asapconnections.org)

Mission: Assistance with local farm marketing projects

### **DOT Highway Signage Office**

Susan Kunz and James Hambright

919-662-3078 (Susan) 919-329-7004 (James)

[skunz@dot.nc.state.us](mailto:skunz@dot.nc.state.us)

[jhambright@dot.nc.state.us](mailto:jhambright@dot.nc.state.us)

Office directs the process for Agricultural Highway Tourism Signage, Tourist Oriented Directional Signs and Attraction Logo Signs

### **Carolina Farm Stewardship Association**

919-542-2402

PO Box 448

Pittsboro NC 27312

[www.carolinafarmstewards.org](http://www.carolinafarmstewards.org)

The goal of the Tobacco Communities Reinvestment Fund is to keep farmers in farming and maintain the economic base of North Carolina's rural communities. The Reinvestment Fund aims to assist farmers and rural communities to develop new sources of agricultural income through provision of cost-share grants.

## **Rural Advancement Reinvestment Fund -- [www.rafi.usa](http://www.rafi.usa)**

Contact Jason Roehrig at **919-621-0534** or [jason@rafiusa.org](mailto:jason@rafiusa.org) in Pittsboro, NC.

**Producer Grant Awards** of up to **\$10,000** for individuals and **Community Grant**

**Awards** of up to **\$20,000** for collaborative farmer projects.

The Tobacco Communities Reinvestment Fund will make cost-share demonstration grants to farmers, farm organizations, and community groups in different counties each year. The purpose of the Reinvestment Fund is to help farmers to develop enterprises that allow them to earn more for their products through innovative production, processing, or marketing approaches. Please contact the RAFI office for deadline information.

This information is designed to help potential agritourism farmers do their research and gather information about developing an agritourism farm. It is published as part of three documents in the series: Starting Your Agritourism Venture, Suggestions for Helping You Start an Agritourism Venture, and Business Resources for Agritourism Farmers, published by the Agritourism Office. All documents are available by request, are online, and can be emailed or mailed. Developed by Martha Glass, Manager

Agritourism Office, Marketing Division

[martha.glass@ncagr.gov](mailto:martha.glass@ncagr.gov)

919-733-7887 x.276

NC Department of Agriculture and Consumer Services

Rev. November 2008

**ARE YOU READY TO**  
**MARKET YOUR FARM**  
**on the**  
**AGRITOURISM WEBSITE ?**


**[www.visitncfarms.com](http://www.visitncfarms.com)**

*what else can you  
↓ market?*

*free on line application  
↓*

---

[General Store Home](#) | [Browse Categories](#) | [Search](#) | [Create/Edit Your Free Web Page](#)



## Agritourism

View all listings in Agritourism. *← click here to find a farm by county*

### Agritourism

- Barnyard Animals, Farm Riding Trails
- Farm Bed & Breakfasts, Country Cabins, Retreats
- Historic Farms, Reunions, Museums, Events
- Pick Your Own Farms, Farm Roadside Stands, Nurseries
- School Field Trips, Summer Camps, Farm Vacations

- Camping, Bird Watching, Fishing, Hunting
- Hay Rides, Mazes, Pumpkin Patches
- Holiday Farms, Christmas Trees, Crafts
- Picnics, Parties, Weddings, Honeymoons
- Vineyards, Wineries, Dining, Slow Food

[Visit the NCDA&CS Agritourism Office](#) *← Agritourism Resources*

[Download the 2007 Agritourism Directory \(.pdf\)](#)

North Carolina Department of Agriculture & Consumer Services

Steve Troxler, Commissioner

This is the weblink to this screen...

**www.visitncfarms.com**

The online application allows you to pick categories in which to be listed that are 'right' for what you produce for sale. For instance, you could pick "Produce" and one/more of the subcategories, and then also select "Agritourism" and any of the sub-categories that fit your farm.

*web address for "Browse Categories"*

<http://www.ncagr.gov/ncproducts/CatSubDirectory.asp?CatNum=1011>

10/30/2008



## Agritourism

Your search "**All Listings**" in ...Agritourism > **Camping, Bird Watching, Fishing, Hunting** returned the following 27 listings.

**Filter by County!**

Select A County

You are on page 1 of 1

**K AND A FARMS**  
1206 peanut rd  
Elizabethtown, NC 28337  
BLADEN County  
(910) 645-2547  
Additional Phone:(901) 876-3222

**"A BREED APART" GYPSIES OF WHIP-O-WILL**  
165 Brangus Way  
Mocksville, NC 27028  
DAVIE County  
(336) 998-9811  
Additional Phone:(336) 407-7099

**CORNETT DEAL CHRISTMAS TREE FARM & SONGBIRD CABIN**  
142 Tannenbaum Lane  
Vilas, NC 28692  
WATAUGA County  
(828) 297-1136  
Additional Phone:(828) 964-6322

**EAGLE FEATHER ORGANIC FARM**  
300 Indigo Bunting Lane  
Marshall, NC 28753  
MADISON County  
(828) 649-3536

**GREEN MESA HUNTING PRESERVE**  
3532 Baptist Ch. Rd.  
Boonville, NC 27011  
YADKIN County  
(336) 468-8878

**LU MIL VINEYARD INC.**  
2305 2nd ave.  
Elizabethtown, NC 28337  
BLADEN County  
(910) 866-5819  
Additional Phone:(800) 545-2293

**SHELTON HERB FARM**  
340 Goodman Road  
Leland, NC 28451  
BRUNSWICK County  
(910) 253-5964  
Additional Phone:(910) 297-6498

**TRIPLE "S" RANCH**  
533 Barnes Lake Road  
Middlesex, NC 27557  
JOHNSTON County  
(919) 202-4991  
Additional Phone:(180) 023-0431

**WING & FLY ADVENTURES**  
6437 Beulah Church Rd  
Liberty, NC 27298  
GUILFORD County  
(336) 685-9655

**NC GINSENG & GOLDENSEAL CO.**  
300 Indigo Bunting Lane  
Marshall, NC 28753  
MADISON County  
(828) 649-3536

**ANDERSON CREEK HUNTING PRESERVE**  
1395 Farrar Dairy Rd  
Lillington, NC 27546  
HARNETT County  
(910) 578-6613  
Additional Phone:(910) 514-3015

**CREEKHOUSE GARDEN GALLERY**  
346 Creekhous Lane  
Jefferson, NC 28640  
ASHE County  
(336) 982-9547  
Additional Phone:(877) 417-9547

**FLINTSTONE FARM**  
460-C Watson Road  
Selma, NC 27576  
JOHNSTON County  
(919) 284-1100  
Additional Phone:(919) 202-9146

**HARRIS FARMS**  
79 Huford Harris Rd.  
Spring Hope, NC 27882  
FRANKLIN County  
(252) 478-3085  
Additional Phone:(252) 903-4809

**SACRED CIRCLE FARM AND NURSERY**  
144 Old Sherrill Cove Rd  
Cherokee, NC 28719  
SWAIN County  
(828) 497-4856  
Additional Phone:(828) 269-7860

**STEEPLE HILL FARM**  
7000 Belford Road  
Summerfield, NC 27358  
GUILFORD County  
(336) 643-4090  
Additional Phone:(336) 643-9355

**TWIN OAKS TRAILS, LLC**  
2224 Joel Johnson Road  
Lillington, NC 27546  
HARNETT County  
(910) 893-8567

**WOUNDED WARRIOR**  
PO Box 12095  
Wilmington, NC 28405  
NEW HANOVER County  
(800) 232-7713  
Additional Phone:(910) 251-3617

**JACKSON FARM**  
13902 Dunn Road  
Godwin, NC 28344  
SAMPSON County  
(910) 567-2978  
Additional Phone:(910) 385-5984

**COLLIER FARM**  
664 Rabbit Bottom Road  
Warrenton, NC 27589  
WARREN County  
(252) 257-1812

**DEWITT'S OUTDOOR SPORTS, LLC**  
443 Jimmy Carrier Rd.  
Ellerbe, NC 28338  
RICHMOND County  
(910) 652-2926

**FOWLER FARMS SPORTING CLAYS AND GAME PRESERVE**  
490 Fowler Farm Road  
Hot Springs, NC 28743  
MADISON County  
(828) 622-FICE  
Additional Phone:(828) 622-HOME

**HEMRIC CENTURY FARM & B & B**  
4844 Collins Road  
Hemptonville, NC 27020  
YADKIN County  
(336) 244-7556  
Additional Phone:(800) 263-5267

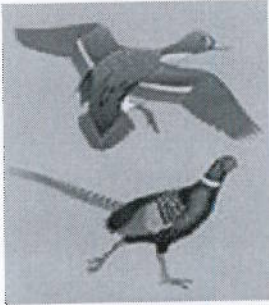
**SHADY GROVE GARDENS**  
P.O. Box 8  
Vilas, NC 28692  
WATAUGA County  
(828) 297-4098

**TRIGGERS TRAPS & TROUT**  
613 Sawmill Hollow  
Burnsville, NC 28714  
YANCEY County  
(828) 777-0357

**WHIPPOORWILL ACADEMY AND VILLAGE**  
P.O. Box 458  
Ferguson, NC 28624  
WILKES County  
(336) 973-3237

**YOGI BEAR'S JELLYSTONE PARK**  
626 Richard Wright Rd  
Tabor City, NC 28463  
COLUMBUS County  
(910) 653-2155

You are on page 1 of 1



# Anderson Creek Hunting Preserve

## About Us:

Our preserve is located between Lillington and Spring Lake in North Carolina. In an effort to share the land and knowledge of farming and habitat for animals, the Farrar family founded the preserve on what was once the Farrar and Farrar Dairy Farm. We have 500 acres of agriculture and wooded land for bird hunting use. In the future we will be converting 100 acres of additional land back to wetlands, added nature trails and observation points.

Anderson Creek Hunting Preserve

James Farrar

1395 Farrar Dairy Rd

Lillington, NC 27546

HARNETT County

Phone: 910-578-6613

[jmf@andersoncreekhunting.com](mailto:jmf@andersoncreekhunting.com)

We have taken great care to restore a habitat where wildlife can thrive and take pride in offering quality pheasant, chukar and quail hunting, as well as non hunting uses including; observation, hiking / trail, bird dog training and camping use.

## Our Products:

hunting, hiking, camping, fishing, agriculture tourism, pheasant, quail, chukar, ducks, doves

## Directions:

See our web site for map.

## Hours of Operation:

Upland Bird Season: (The Preserve seasons includes Quail, Chukar, Pheasants, Ducks) Oct 1st - March 31st Other activities during the non- hunting season and on Sundays.

## Web Site:

[www.andersoncreekhunting.com/](http://www.andersoncreekhunting.com/)

← Your web site link

You fill out the free online application, and tell your farm's story by writing the text. Our webmaster puts it together. You get a "user id" and a password so that you can change the page when you need or want to.

[General Store Home](#) | [NCDA&CS Home Page](#)

Site Hosted by North Carolina Department of Agriculture & Consumer Services

[Go Back](#) [Edit your page](#)

When you are ready to join the

**NORTH CAROLINA**

**AGRITOURISM**

**NETWORKING**

**ASSOCIATION**

**- ANA -**

here is the information you can review...

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### Mission Statement

The ANA will serve as a statewide proactive advocate for agritourism farmers and as a liaison between and among state-level organizations, field organizations, nonprofits and landowners to support and facilitate agritourism.

The NC ANA is an unincorporated nonprofit with a Board of Directors and bylaws.

[Markets Division Home](#)

[Agritourism Office Home](#)

[Agritourism Networking Association\(ANA\)](#)

 [NC ANA Membership Application](#)

[ANA Newsletters](#)

 [Benefits of the Liability Law](#)

[Limit Liability for Agritourism Farms](#)

 [County Fair Liability](#)

[Agricultural Tourism Highway Signs Program](#)

[Agritourism Resource Information](#)


[NC ANA List Serve](#)

 [Starting Your Agritourism Venture](#)

 [Suggestions for Helping Start an Agritourism Venture](#)

 [Business Resources for Agritourism Farmers](#)

 [Agritourism Resource Persons](#)

 [Celebrity Dairy's Healthy Animals and Visitors Guidelines](#)

 [Celebrity Dairy's Gloria's Rules](#)

## Markets - Agritourism

### Mission Statement of the NC Agritourism Networking Association (ANA)



#### Mission Statement of the NC Agritourism Networking Association (NC ANA)

"The ANA will serve as a statewide proactive advocate for agritourism farmers and as a liaison between and among state-level organizations, field organizations, nonprofits and rural landowners to support and facilitate agritourism."

 [NC ANA Membership Application](#) | [ANA Newsletters](#)

### NC ANA Goals

The organization will enable agritourism farmers to share best practices, network with peers, discuss and find answers to challenges, celebrate successes, and advocate for needed resources. The ANA will work to find solutions to achieve the following goals listed in priority order by the initial task force: Easily accessible and affordable liability insurance; consistent zoning and planning regulations; marketing support and resources; highway and site signage; safety; funds for costs of startup; and partnering with other rural arts activities.

The thirteen steps listed below are designed to meet these goals.

1. Provide education and training for potential and current agritourism farmers. Hold a statewide conference in the early part of the year and workshops for the seven ANA districts to educate and inform ANA members and recruit new members interested in promoting agritourism.
2. Educate and promote agritourism to the public, tourism professionals, the media and potential farmers, through workshops, press releases, media interviews and public speaking. Statewide Agritourism Directory with over 250 entries distributed to state Welcome Centers, State Capitol, State Legislative Bldg., and other tourist destinations in 2006 and 2007.
3. Create a portal of information resources (available at [www.ncagr.com/agritourism/home.htm](http://www.ncagr.com/agritourism/home.htm)).
4. Advocate for insurance availability at reasonable cost; need to work on definition of "farm," "agritourism farm" used by insurance agencies. "Limit Liability for Agritourism Farms" law can be found at [ncagr.com/agritourism/home.htm](http://ncagr.com/agritourism/home.htm).
5. Network and share information and resources between and among agritourism farmers via emails and US mail sent to members by Agritourism Office and others; list serve address is [ncana.members@lists.ncmail.net](mailto:ncana.members@lists.ncmail.net). The ANA newsletter available at [ncagr.com/agritourism](http://ncagr.com/agritourism) assists with this purpose.
6. Conduct research that will provide information on the demographics of agritourism farming to help farmers determine economic feasibility of developing and operating an agritourism farm (professional NC DA&CS survey conducted in summer of 2005, brochure January 2006; NCSU and NCA&T Extension resource partners provide updated information).
7. Research on determining the saturation and competition for sustainable markets (ongoing).
8. Find grants and other funding sources for agritourism farming (ongoing).
9. Advocate for policy development on statewide level to help with challenges to agritourism farms (ongoing).
10. Advocate for consistent local zoning policies to help sustain the family farm through agritourism (ongoing through collaboration with NCSU faculty partners).
11. Advocate for agritourism financial support before local, state and federal officials as appropriate. NC HB 143 – Exempt Agritourism Activities from the Privilege Tax on Amusements – became law July 2006.
12. Develop a data base of agritourism farmers similar to the General Store on the Agritourism website (ongoing); continue updating the Agritourism brochure distributed to Welcome Centers; publish a statewide directory in 2006 and 2007.
13. Develop "start-up guidelines" package for agritourism farms (completed by M.Glass, Dec. 2004 and available at [www.ncagr.com/agritourism/home.htm](http://www.ncagr.com/agritourism/home.htm)).

NCDA&CS Markets Division - Agritourism Office, Martha Glass, Manager  
Mailing Address: 1020 Mail Service Center, Raleigh NC 27699-1020  
Physical Address: 2 W. Edenton Street, Room 402, Raleigh NC 27601  
Phone: (919) 733-7887; FAX: (919) 733-0999

The Agritourism Liability Warning law, passed in 2005, adds protection to you in addition to agritourism liability insurance. You want to protect you, your farm, and your assets against claims filed in case of accidents. This explains what the law does for you.

You can make the signs yourself, or have them made, in accordance with the requirements of the law. However, the ANA has professional signs ready to mail to you. If you join ANA, as an Active member (see membership categories on membership form), two signs are free and are mailed at no cost. If you want additional signs, they are \$3.50 each and there's a \$5 handling fee.

You do not have to join ANA to buy these signs.

If you join as a Sponsor member, you can 'up' your membership to Active at a later date for an additional \$10, and receive two free signs. (You'll have to remind me that you were a Sponsor member and when you paid your \$15 Sponsor dues!)

ANA is a networking organization, with over 350 members in late 2008. We strive to support our members through workshops and a list serve. Our third annual one-day conference will be held in Hickory on February 20, 2009, with a variety of one-hour workshops you can attend. Six district workshops held across the state follow the conference. There are ANA District Directors in each district, and a full slate of officers. We are an unincorporated nonprofit, with a Federal ID number.

When you join ANA, you will begin getting email information, and information on the annual conference will be publicized soon. If you do not have email, important information will be mailed to you.

Martha Glass, Executive Director  
Agritourism Office, NC DA&CS  
Martha.glass@ncagr.gov 919-733-7887

EXPLANATION OF EFFECT OF 2005 LIMIT LIABILITY LAW ON  
AGRITOURISM FARMERS IN NORTH CAROLINA  
SESSION LAW 2005-236

The law says that an agritourism farm operator is not liable for injury or death of a participant resulting from the inherent risks of the agritourism activity, as long as the following warning is posted. However, this law does not take the place of liability insurance.

**'WARNING**

**Under North Carolina law, there is no liability for an injury to or death of a participant in an agritourism activity conducted at this agritourism location if such injury or death results from the inherent risks of the agritourism activity. Inherent risks of agritourism activities include, among others, risks of injury inherent to land, equipment, and animals, as well as the potential for you to act in a negligent manner that may contribute to your injury or death. You are assuming the risk of participating in this agritourism activity.'**

The text of the law in full can be found at [ncagr.com/agritourism](http://ncagr.com/agritourism). Click on "Limit Liability for Agritourism Farms" in the side column. An explanation of the benefits of the signs is also located in that column. Additional legislation affecting County Fairs is also found at that site. The site is "County Fair Liability."

The warning sign needs to be posted in a clearly visible location at or near the entrance to the agritourism facility where visitors will see it when arriving at the location, and also posted at the site(s) of the agritourism activity. The warning language must also be included in any written contracts with other customers or vendors.

The explanation below is provided by the General Counsel for the Dept. of Agriculture and Consumer Services to explain the purpose of using the signs.

The law is intended to discourage lawsuits against agritourism operators by making participants aware of the inherent risks of agritourism activities. It does not protect you from liability if you are negligent or if you fail to take reasonable steps to correct unsafe conditions on your property. Although not required under this law, you can also discourage lawsuits by posting other signs to make participants aware of dangerous conditions that cannot be corrected, such as "No Swimming or Wading" around ponds, or "Keep Out" in equipment storage areas.

**From Dahr Tanoury, Torts Attorney in the NC Attorney General's Office.**

Regarding warning signs, from a litigation standpoint, I welcome them. The more obvious a potential hazard is to a visitor, the better for me in proving that the plaintiff should have been aware of the hazard and failed to exercise proper care in avoiding same, eg, a big orange sign staring them in the face warning them of the kicking horses. Though the sign might not win the day, it will go a long way in doing so. (July 2006)

For more information on obtaining Liability Warning Signs, go to [ncagr.com/agritourism](http://ncagr.com/agritourism). You do not have to join ANA to buy signs. See text of law (above). However, signs available through ANA are vinyl and virtually weather-proof.

Contact Martha Glass, Agritourism Office, at [martha.glass@ncmail.net](mailto:martha.glass@ncmail.net) or call the Agritourism Office at 919-733-7887 for additional information.

GENERAL ASSEMBLY OF NORTH CAROLINA  
SESSION 2005

SESSION LAW 2005-236  
HOUSE BILL 329

AN ACT TO LIMIT LIABILITY ARISING FROM CERTAIN AGRITOURISM ACTIVITIES.

The General Assembly of North Carolina enacts:

**SECTION 1.** Chapter 99E of the General Statutes is amended by adding a new Article to read:

"Article 4.  
"Agritourism Activity Liability.

**"§ 99E-30. Definitions.**

As used in this Article, the following terms mean:

- (1) Agritourism activity. – Any activity carried out on a farm or ranch that allows members of the general public, for recreational, entertainment, or educational purposes, to view or enjoy rural activities, including farming, ranching, historic, cultural, harvest-your-own activities, or natural activities and attractions. An activity is an agritourism activity whether or not the participant paid to participate in the activity.
- (2) Agritourism professional. – Any person who is engaged in the business of providing one or more agritourism activities, whether or not for compensation.
- (3) Inherent risks of agritourism activity. – Those dangers or conditions that are an integral part of an agritourism activity including certain hazards, including surface and subsurface conditions, natural conditions of land, vegetation, and waters, the behavior of wild or domestic animals, and ordinary dangers of structures or equipment ordinarily used in farming and ranching operations. Inherent risks of agritourism activity also include the potential of a participant to act in a negligent manner that may contribute to injury to the participant or others, including failing to follow instructions given by the agritourism professional or failing to exercise reasonable caution while engaging in the agritourism activity.
- (4) Participant. – Any person, other than the agritourism professional, who engages in an agritourism activity.
- (5) Person. – An individual, fiduciary, firm, association, partnership, limited liability company, corporation, unit of government, or any other group acting as a unit.

**"§ 99E-31. Liability.**

(a) Except as provided in subsection (b) of this section, an agritourism professional is not liable for injury to or death of a participant resulting from the inherent risks of agritourism activities, so long as the warning contained in G.S. 99E-32 is posted as required and, except as provided in subsection (b) of this section, no participant or participant's representative can maintain an action against or recover from an agritourism professional for injury, loss, damage, or death of the participant resulting exclusively from any of the inherent risks of agritourism activities. In any action for damages against an agritourism professional for agritourism activity, the agritourism professional must plead the affirmative defense of assumption of the risk of agritourism activity by the participant.

(b) Nothing in subsection (a) of this section prevents or limits the liability of an agritourism professional if the agritourism professional does any one or more of the following:

- (1) Commits an act or omission that constitutes negligence or willful or wanton disregard for the safety of the participant, and that act or omission proximately causes injury, damage, or death to the participant.
- (2) Has actual knowledge or reasonably should have known of a dangerous condition on the land, facilities, or equipment used in the activity or the

make the danger known to the participant, and the danger proximately causes injury, damage, or death to the participant.

(c) Nothing in subsection (a) of this section prevents or limits the liability of an agritourism professional under liability provisions as set forth in Chapter 99B of the General Statutes.

(d) Any limitation on legal liability afforded by this section to an agritourism professional is in addition to any other limitations of legal liability otherwise provided by law.

"§ 99E-32. Warning required.

(a) Every agritourism professional must post and maintain signs that contain the warning notice specified in subsection (b) of this section. The sign must be placed in a clearly visible location at the entrance to the agritourism location and at the site of the agritourism activity. The warning notice must consist of a sign in black letters, with each letter to be a minimum of one inch in height. Every written contract entered into by an agritourism professional for the providing of professional services, instruction, or the rental of equipment to a participant, whether or not the contract involves agritourism activities on or off the location or at the site of the agritourism activity, must contain in clearly readable print the warning notice specified in subsection (b) of this section.

(b) The signs and contracts described in subsection (a) of this section must contain the following notice of warning:

'WARNING

Under North Carolina law, there is no liability for an injury to or death of a participant in an agritourism activity conducted at this agritourism location if such injury or death results from the inherent risks of the agritourism activity. Inherent risks of agritourism activities include, among others, risks of injury inherent to land, equipment, and animals, as well as the potential for you to act in a negligent manner that may contribute to your injury or death. You are assuming the risk of participating in this agritourism activity.'

(c) Failure to comply with the requirements concerning warning signs and notices provided in this subsection will prevent an agritourism professional from invoking the privileges of immunity provided by this Article."

**SECTION 2.** This act becomes effective January 1, 2006, and applies to agritourism activities, as defined in G.S. 99E-30 as enacted in Section 1 of this act, that occur on or after that date.

In the General Assembly read three times and ratified this the 20<sup>th</sup> day of July, 2005.

s/ Marc Basnight  
President Pro Tempore of the Senate

s/ James B. Black  
Speaker of the House of Representatives

s/ Michael F. Easley  
Governor

Approved 2:01 p.m. this 29<sup>th</sup> day of July, 2005

## 2009 MEMBERSHIP APPLICATION

**Active Member:** Farmers currently operating or aspiring to operate an agritourism or direct marketing operation and paying active member dues shall have voting rights and may serve as an officer or district director. Extension staff who are agritourism farmers may choose to become Active members or elect to remain the Sponsor category. All members of the same family are considered Active members, but have only one vote per farm.

**Century Farm Members:** Century Farm owners are recognized and honored as Active members; **membership is free**; signs are free and will be sent upon request. Call the Public Affairs Office at 919-733-4216 for information on the Century Farm program. Documentation of ownership of the farm in the same family for at least 100 years establishes membership.

**Sponsor Member:** Individuals, organizations, and/or firms whose activities or programs are pertinent to the affairs of the Association who are interested in supporting agritourism and rural tourism or becoming agritourism farmers. Examples: farmers, extension agents; hotels, in-town B&Bs, farm stores, restaurants; rural craftspersons; agritourism insurance agents, farm agencies, rural lending institutions, Chambers of Commerce or Visitors Bureaus, economic developers; state or local tourism professionals and rural tourism supporters. Most members of this category are **Agritourism Service Providers or Cooperative Extension Staff Members**. Sponsor members can serve as District Directors. Sponsor members may be from other states but from out-of-state but cannot serve as board members. Signs for Sponsors are \$3.50/sign plus mailing costs.

**Junior Member:** Individuals or youth organizations, enrolled in senior high school or college-age, aspiring to operate an agritourism farm or direct marketing operation with an interest in educational opportunities. Junior members shall not have voting rights.

**Dues year: January – December.**

**Return application with check payable to "NC ANA"**

**Dues paid after October 15 are prorated to following year.**

**MAIL CHECKS MADE OUT TO "NC ANA" TO:**

**Martha Glass**

**Agritourism Office**

**1020 Mail Service Center**

**Raleigh NC 27699-1020**

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### NC AGRITOURISM NETWORKING ASSOCIATION

#### 2009 MEMBERSHIP APPLICATION & DUES

PLEASE PRINT CLEARLY

Check payable to: "NC ANA"

Date of Application: \_\_\_\_\_ Phone: (h) \_\_\_\_\_

Phone: (o) \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone: (c) \_\_\_\_\_

Street/Box \_\_\_\_\_ City & Zip \_\_\_\_\_

Name of Farm/Business/Agency: \_\_\_\_\_ Century Farm \_\_\_\_\_

Email: \_\_\_\_\_ County: \_\_\_\_\_ District \_\_\_\_\_

Agritourism Farmer \_\_\_\_\_ Agritourism Service Provider \_\_\_\_\_ Cooperative Ext. Staff \_\_\_\_\_

\_\_\_\_\_ **Active member** - \$25 membership dues includes two signs shipped at no cost

\_\_\_\_\_ **Renewing Active member** - \$25 dues paid \_\_\_\_\_ I request two free signs shipped at no cost  
(Century Farm members' membership is free and first two signs are free. Additional signs \$3.50.)

\_\_\_\_\_ **Sponsor member** - \$15 membership dues \_\_\_\_\_ **Junior member** - \$5 membership dues

\_\_\_\_\_ I am / \_\_\_\_\_ am not an NC ANA member & would like to order \_\_\_\_\_ signs at \$3.50 @ and \$5.00 shipping. Total order \$ \_\_\_\_\_

## Insurance Agents Offering Help to Agritourism Farmers and Vineyard Owners

The following list of insurance agents is available for your assistance in finding **agritourism liability insurance**. The offering of this list in no way endorses these agents by the Department of Agriculture and Consumers Services or the Agritourism Office, nor stipulates or suggests that they can provide the type of insurance needed at a cost you can afford. Additionally, most agents work within no more than 100 miles of their home office, and sometimes not that far. When searching for an agent, start with those closest to your home, and be up-front with them – tell them if you have called other agents. Often agents cooperate in helping you find the right company, and it is a waste of their time for them to be working with you when you've contacted someone else who is doing the same research. They prefer to collaborate rather than compete. The districts listed beside some of the agents' names refer to the six ANA districts which are the same as North Carolina Cooperative Extension districts. If you have a question about your district, please contact Martha Glass, Agritourism Office, at [martha.glass@ncagr.gov](mailto:martha.glass@ncagr.gov), or call 919-733-7887, x276.

Liz Taylor, [ltaylor@morrowinsurance.com](mailto:ltaylor@morrowinsurance.com), 1-800-228-3132; 828-693-5396 (o); 828-768-6197 (c); is an **Agritourism Networking Association (ANA) Sponsor member**, presented insurance information at 2007 ANA conference and ANA West District workshop in Asheville, spring 2007. Covers West District and some parts of West Central in western North Carolina.

Marsh Dark, III, VP, Morrow Insurance Agency, Marion; 828-652-6212 (o); [mdark@morrowinsurance.com](mailto:mdark@morrowinsurance.com) – spoke at West District ANA Workshop May 2008 at Peaceful Valley Farm, Old Fort. Covers West District and some parts of West Central located close to Marion.

Carl Inman, Snipes Insurance Co., Raleigh: [carl@snipesins.com](mailto:carl@snipesins.com), 919-571-4335 (o). Made presentations at ANA North Central workshop at Hill Ridge Farm in Spring 2007 and 2008 annual conference at Caraway. Covers North Central, South Central, Northeast and Southeast Districts, basically area east of I-85.

Will Johnson, Johnson Insurance Services, Mocksville, NC; 1-800-255-7777; 336-753-1007 (o); 336-940-7072 (c); [will@agritourisminsurance.com](mailto:will@agritourisminsurance.com); website [www.agritourisminsurance.com](http://www.agritourisminsurance.com). **ANA Sponsor member**, made presentation at West Central ANA workshop April 2008. Agent Cathy Boles also available. Covers West Central District, generally 75-100 miles from of I-40/I-77.

John Snipes, Snipes Insurance Services, Bunn; 910-892-2121; [john@snipesins.com](mailto:john@snipesins.com); in partnership with agency owner, Dal Snipes, who is an **ANA Active member** and farm owner. Recommended by Carl Inman. Covers North Central, South Central, Northeast and Southeast districts.

Byron Ervin - 910-324-3133 – [richlandsinsurance@embarqmail.com](mailto:richlandsinsurance@embarqmail.com); in Richlands, Onslow County; spoke at Southeast ANA workshop at Mike's Farm in Spring 2007. Covers primarily Southeast District.

Jack Boseman - Nationwide in Roanoke Rapids at 252-537-8338 -  
bosemaj@nationwide.com; spoke at 2007 ANA Conference at Caraway. Covers  
primarily Northeast District (southernmost county – Pitt).

Gary Miller, Manager, Everett Cash Mutual Ins. Co., VP SE Region, 814-977-  
5391; Works with farmers west of I-95. Attended 2008 ANA conference at  
Caraway. gary@everettcash.com – Gary does not work directly with customers  
but will help find an agent in the western part of the state.

Ann Ashman - AF Insurance Services, Inc., 948 Johnson Ridge Road, Elkin, NC  
28621: (336) 835-4060; 1-800-446-1295; aashman@afinsurance.com; does  
business primarily with vineyards/wineries; **ANA Sponsor member**. Covers  
primarily Surry and Yadkin in northern West Central District.

Ty Ross, Olde Fayetteville Ins. Co., 910-483-6210 (o), 910-630-6865 (c);  
interested in helping agritourism farmers in South Central Districts (Cumberland,  
Harnett, Hoke, and possibly Sampson in Southeast District.

Kim Birkhead, The Insurance Center, Inc., Troy; 910-572-3572,  
tici@mc-online.net; recommended by ANA member; works in Montgomery and  
Randolph counties.

#### **MOUNTAIN REGION**

Morrow Agencies  
Johnson Insurance Services  
AF Insurance Services

#### **PIEDMONT REGION – East, South, and Northeast**

Snipes Insurance Co. (Central)  
Olde Fayetteville Insurance Co. (Southern)  
The Insurance Center (Southern)  
Nationwide Insurance (Northeast)  
Richlands Insurance (Southeast)